

Message Text

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TO AMEMBASSY PARIS

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FOR COMFF AND PARIS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJ: MARKET RESEARCH: LASERS AND LASER SYSTEMS,-FRANCE BY DUN
AND BRADSTREET (D&B)

REF: PARIS A-206

1. COMMERCE HAS REVIEWED SUBJECT MARKET STUDY AS WELL AS POSTS
COMMENTS. IN ADDITION TO BEING UNRESPONSIVE TO THE SPECIAL
POINTS OF INQUIRY, AS THE POST HAS NOTED, THIS RESEARCH REPORT
IS SERIOUSLY DEFICIENT IN MAJOR RESPECTS:

A. NO RELATIONSHIP CAN BE DISCERNED BETWEEN STATISTICAL DATA
SHOWN FOR BASKET CATEGORIES ON PAGES 12 AND 13 AND THE IMPORT
DATA ON PAGE 9.

IF DATA WERE USED AS A ROUGH BASIS FOR DETERMINING PROBABLE
IMPORT MARKET SIZE AND SHARES AN EXPLANATION SHOULD BE OFFERED.
FURTHERMORE, THE CONTRACTOR CITES NEITHER SPECIFIC SOURCE
OF DATA NOR INDICATES WHETHER DATA ARE IN FRANCS OR DOLLARS
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OR IN HUNDREDS, THOUSANDS OR MILLIONS. ATTEMPTS TO VERIFY

THESE DATA BY COMPARISON WITH "STATISTIQUES DU COMMERCE EXTERIEUR HAVE PROVEN FRUITLESS. FOR EXAMPLE, ON PAGE 12 D&B SHOWS 1,400 (PROBABLY THOUSAND FRANCS WHICH WOULD BE EQUIVALENT TO ABOUT 31.5 MILLION DOLLARS) FOR 90.29.01 (1972); WHAT IS IT THAT CONTRACTOR IS PRESENTING, AND WHAT IS ITS SIGNIFICANCE TO IMPORT VALUES SET FORTH ON PAGE 9 OF THE STUDY?

B. EXCEPT FOR A FEW MAJOR PRODUCTS, THE REPORT FAILS, UNDER OUTLOOK FOR U.S. SALES, TO IDENTIFY FROM AMONG THE LENGTHLY LIST OF ITEMS PROVIDED IN THE SPECIFICATIONS PRODUCT CATEGORY DESCRIPTION THOSE PRODUCTS HAVING HIGH AND GOOD SALES POTENTIAL. THIS FAILURE IS PROBABLY THE MOST SERIOUS DEFECT OF THIS STUDY.

C. APPLICATIONS AND TECHNOLOGICAL INFORMATION PROVIDED UNDER END USER ANALYSIS IS INFORMATIVE AND USEFUL. HOWEVER, FOCUS IS ON APPLICATIONS. A NUMBER OF USER-SECTORS ARE CITED SOMEWHAT HAPHAZARDLY IN THE SECTION. THUS WE ARE INFORMED THAT: (A) SCIENTIFIC AND TECHNICAL RESEARCH (B) INDUSTRIAL APPLICATION AND THE (C) TECHNICAL AND MEDICAL EDUCATION FIELDS WILL BE IMPORTANT AS MARKETS FOR SPECIFIC TYPES OF LASERS. HOWEVER, WE ARE UNINFORMED (PER SPECIFICATION) OF THE MAJOR END-USER SECTORS ENTAILED IN THESE "APPLICATION" CATEGORIES. FOR EXAMPLE, WHICH OF THE SECTORS LISTED IN APPENDIX A-1 (AND INCLUDED IN (A), (B) AND (C)) ABOVE, ARE RELATIVELY THE MOST IMPORTANT AS PROSPECTIVE DEMAND SECTORS?

D. IN ADDITION, THE REPORT CONTAINS NO SECTOR PROFILES AS PRESCRIBED IN CONTRACT SPECIFICATION. D?B REQUESTED TO PROVIDE PROFILES OF AT LEAST TWO SECTORS (SUCH AS AIRCRAFT AND PARTS MANUFACTURING, CONSTRUCTION INDUSTRY, WATCH AND CLOCK MANUFACTURING SECTORS?) IN TERMS PRESCRIBED BY SECTION III-B OF SPECS, I.E. PROFILES OF REPRESENTATIVE USER SECTORS WHICH WILL PROVIDE A SKETCH OF THE DYNAMICS OF DEMAND SECTORS INDICATING WHY (IN TERMS OF SIZE, INVESTMENT, OUTPUT, NUMBER OF FIRMS, NEW PRODUCT APPLICATION/TECHNOLOGY, PROBABLE GROWTH) LASERS ARE LIKELY TO BE REQUIRED. IN APPROACHING THE MARKET, IS THE U.S. SUPPLIER FACED WITH SELLING TO SUBSTANTIAL, LARGE AND ENERGETIC SECTORS OR TEAKETTLE OPERATIONS WHOSE GROWTH AND TECHNOLOGICAL PROGRESS IS QUESTIONABLE?

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2. IN VIEW OF THE SERIOUS DEFICIENCIES DISCUSSED THE POST IS REQUESTED TO CONTACT D&B SO THAT THEY WILL IMPROVE THIS STUDY TO BRING IT WITHIN SUBSTANTIAL COMPLIANCE OF THE CONTRACT REQUIREMENTS. CORRECTIVE DATA SHOULD BE PROVIDED NO LATER THAN JUNE 15, 1974.
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